

To: 1300 - Philadelphia Region (HAYESJ4), 1200 - New York Region (SCULLYA)
From: S=Fitzgerald; G=Don; I=P.; O=msmail; P=rjt; A=rjrx400; C=us
Posted: 12/10/97 19:27
Opened: 12/10/97 15:05
Subject: FW: New Jersey Flyer

From: Cook, Bruce A.
To: Fitzgerald, Don P.
Subject: FW: New Jersey Flyer
Date: Monday, December 08, 1997 4:15PM

Don

Below, please find a flyer that is being sent to folks in NJ to fight the proposed cigarette tax increase. I tried copying this, but it goes onto 2 pages. Our sales offices will probably receive some copies of the original on one page, but you may want to send them a copy of this e-mail as a heads up of what is going on. Any help that our sales folks can generate to defeat the proposed tax would be appreciated.

Bruce

From: Matthew Tilley
To: Bruce Cook
Subject: New Jersey Flyer
Date: Monday, December 08, 1997 2:05PM

Bruce,

Attached is the revised flyer as we discussed.

MT

[[NJFLYER.DOC : 3661 in NJFLYER.DOC]]

*Approximately 100 mailed
to each SA, TR & RR
working in NJ.
RF*

*mm
RF*

MT

51851 8266

URGENT ALERT TO NEW JERSEY RETAILERS!

Proposed Cigarette Tax Hike Threatens Your Business!

Right now in Trenton, some of our state legislators are pushing for a \$2.50 per carton increase in the cigarette tax. **That would give us the highest cigarette tax in the region** — even higher than New York! Such a tax hike will hurt your business by giving your customers incentive to buy cigarettes from out-of state retailers.

With a Cigarette Tax Hike, Your Customer Would Save:

\$5 per carton in Delaware,
\$2.90 per carton in Pennsylvania
Up to \$6 per carton on New York Indian reservations

The American Economic Group estimates that the tax increase will reduce the state's cigarette sales volume by 78 million cigarette packs — a \$300 million commercial loss.

Help Stop This Attack On Your Business!

You can make a difference by calling your state legislators as soon as possible. Tell them that a vote for this tax is a vote against New Jersey businesses. Send them a message that any tax increase is unacceptable, but particularly a tax hike that so affects your business. Anti-business politicians are trying to rush this tax, so please contact your legislators as soon as possible.

Call Your Legislators Today!

If you do not know your legislator's phone number, please call Legislative Services at (609) 292-4840 and the operator will assist you.

— A Service of the New Jersey Food Dealers Association —

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